

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

Claim 1 (Original): A method comprising:

- certifying a plurality of online entities;
- selectively generating corresponding media objects for each of a plurality of online entities based on the certification, wherein each of the media objects includes media to present a unique seal of certification for each of the entities; and
- embedding security features into the media objects to prevent misuse of the media objects.

Claim 2 (Original): The method of claim 1, wherein the media objects comprise images, and embedding security features into the media objects includes embedding digital watermarks into the images.

Claim 3 (Original): The method of claim 1, wherein embedding security features into the media objects includes embedding expiration dates for the seals into the objects.

Claim 4 (Original): The method of claim 3, wherein embedding expiration dates includes encrypting the expiration dates.

Claim 5 (Original): The method of claim 3, further comprising:

- accessing a network of computing resources to identify occurrences of the media objects, wherein the media objects are presented as portions of websites;
- reading the expiration dates embedded within the media objects to determine whether the media objects remain valid; and
- revoking each media object that is determined not to remain valid.

Claim 6 (Original): The method of claim 5, wherein revoking the media objects includes replacing a media object located on a remote server with a second media object.

Claim 7 (Original): The method of claim 6, wherein the second media object contains an image visually different from an image contained within the replaced media object.

Claim 8 (Original): The method of claim 1, wherein embedding security features into the media objects includes embedding dates into the objects.

Claim 9 (Original): A computer-readable medium comprising instructions that cause a programmable processor to:

generate corresponding media objects for each of a plurality of online entities, wherein each of the media objects includes media to present a unique seal of certification for each of the entities; and

embed security features into the media objects to prevent misuse of the media objects.

Claim 10 (Original): The computer-readable medium of claim 9, wherein the media objects comprise images, and

wherein the instructions that cause a programmable processor to embed security features into the media objects comprise instructions that cause a programmable processor to embed digital watermarks into the images.

Claim 11 (Original): The computer-readable medium of claim 9, wherein the instructions that cause a programmable processor to embed security features into the media objects comprise instructions that cause a programmable processor to embed expiration dates for the seals into the objects.

Claim 12 (Original): The computer-readable medium of claim 11, wherein the instructions that cause a programmable processor to embed expiration dates comprise instructions that cause a programmable processor to encrypt the expiration dates.

Claim 13 (Original): The computer-readable medium of claim 11, further comprising instructions that cause a programmable processor to:

- access a network of computing resources to identify occurrences of the media objects, wherein the media objects are presented as portions of websites;
- read the expiration dates embedded within the media objects to determine whether the media objects remain valid; and
- revoke each media object that is determined not to remain valid.

Claim 14 (Original): The computer-readable medium of claim 13, wherein the instructions that cause a programmable processor to revoke the media objects comprise instructions that cause a programmable processor to replace a media object located on a remote server with a second media object.

Claim 15 (Original): The computer-readable medium of claim 14, wherein the second media object contains an image visually different from an image contained within the replaced media object.

Claim 16 (Currently Amended): A method comprising:

~~generating corresponding media objects for each of a plurality of online entities, wherein each of the media objects includes media to present a unique seal of certification for each of the entities;~~

certifying a plurality of online entities to generate certification data;

receiving requests from web browsers executing on client devices for ~~the media objects,~~  
wherein each of the media objects includes media to display a seal of certification for the entities in accordance with the certification data;

communicating the requested media objects to the requesting web browsers for presentment of the respective seals of certification to users as portions of websites; and

maintaining a log of the requests to detect misuse of the media objects.

Claim 17 (Original): The method of claim 16, wherein maintaining a log of the requests comprises storing a unique identifier for each client device within the request log.

Claim 18 (Original): The method of claim 17, wherein the unique identifier include an Internet Protocol address.

Claim 19 (Original): The method of claim 17, further comprising:

analyzing the request log to detect misuse of the media objects; and

alerting the entities associated with misused media objects of the detected misuse.

Claim 20 (Original): The method of claim 19, wherein analyzing the request log to detect misuse comprises analyzing the request log to detect an unexpected unique identifier.

Claim 21 (Canceled).

Claim 22 (Original): A system comprising:

a server to generate corresponding media objects for each of a plurality of online entities, wherein each of the media objects includes media to present a unique seal of certification for each of the entities, receive requests from web browsers executing on client devices for the media objects, and communicate the requested media objects to the requesting web browsers for presentment of the respective seals of certification to users as portions of websites; and

a database to store a log of the requests, wherein the server maintains the request log to detect misuse of the media objects.

Claim 23 (Original): The system of claim 22, wherein the server stores a unique identifier for each client device within the request log.

Claim 24 (Original): The system of claim 23, wherein the unique identifier include an Internet Protocol address.

Claim 25 (Original): The system of claim 23, wherein the server analyzes the request log to detect misuse of the media objects, and alerts the entities associated with misused media objects of the detected misuse.

Claim 26 (Currently Amended): The system of claim 2[[3]]5, wherein the server analyzes the request log to detect unexpected unique identifiers.

Claim 27 (Original): The system of claim 25, wherein the server deletes the misused media objects from a database, and generates new media objects for the associated entities.

Claim 28 (Currently Amended): A method comprising:

storing certification information for each of a plurality of online entities within a database;

~~generating corresponding media objects for each the online entities, wherein each of the media objects includes media to present a unique seal for each of the entities;~~

communicating a ~~requested one of the media objects~~ to a web browser executing on a client device for presentment of the ~~respective seal~~ to a user as a portion of a website, wherein the media object represents a seal of certification for one of the online entities in accordance with the certification information; and

selectively providing the certification information stored within the database for the online entity associated with ~~requested media object~~ to the user via the web browser.

Claim 29 (Currently Amended): The method of claim 28, wherein selectively providing the certification information data comprises:

after communicating the requested media object to the client device, receiving a request from the client device to view additional information for the one of the entities ~~entity~~ corresponding to the requested media object;

retrieving the certification information as a function of a unique identifier provided by the request; and

communicating the certification information to the client device for display to the user.

Claim 30 (Currently Amended): The method of claim 28, wherein the online entity comprises an online merchant and the information includes a transaction history for the merchant.

Claim 31 (Original): The method of claim 28, further comprising storing a disclosure setting for each entity, and wherein selectively providing the information includes filtering the information based on the disclosure setting.

Claim 32 (Original): The method of claim 31, further comprising filtering the information based on a universal resource locator (URL) received during the request for the information.

Claim 33 (Currently Amended): The method of claim 28, wherein selectively presenting the certification information comprises providing a web page that includes the certification information.

Claim 34 (Original): A computer-readable medium comprising instructions that cause a programmable processor to:

- store information for each of a plurality of online entities within a database;
- generate corresponding media objects for each the online entities, wherein each of the media objects includes media to present a unique seal for each of the entities;
- communicate a requested one of the media objects to a web browser for presentment of the respective seal to a user as a portion of a website; and
- selectively provide the information stored within the database for the entity associated with requested media object to the user via the web browser.

Claim 35 (Original): The computer-readable medium of claim 34, wherein the instructions that cause a programmable processor to selectively providing the data comprise instructions that cause a programmable processor to:

- after communicating the requested media object to the client device, receive a request from the client device to view additional information for the entity corresponding to the requested media object;
- retrieve the information as a function of a unique identifier provided by the request; and
- communicate the information to the client device for display to the user.

Claim 36 (Original): The computer-readable medium of claim 34, wherein the entity comprises an online merchant and the information includes a transaction history for the merchant.

Claim 37 (Original): The computer-readable medium of claim 34, further comprising instructions that cause a programmable processor to store a disclosure setting for each entity, and wherein the instructions that cause a programmable processor to selectively provide the information comprise instructions that cause a processor to filter the information based on the disclosure setting.

Claim 38 (Original): The computer-readable medium of claim 37, further comprising instructions that cause a programmable processor to filter the information based on a universal resource locator (URL) received during the request for the information.

Claim 39 (Original): The computer-readable medium of claim 34, wherein the instructions that cause a programmable processor to selectively present the information comprise instructions that cause a programmable processor to provide a web page that includes the information.

Claim 40 (Currently Amended): A system comprising:

a database to store certification information for each of a plurality of online entities; and  
a server to ~~generate corresponding media objects for each the online entities, wherein~~  
~~each of the media objects includes media to present a unique seal for each of the entities,~~  
communicate a requested ~~one of the~~ media objects to a web browser of a client device for  
presentment ~~of the respective seal~~ to a user as a portion of a website, ~~and~~

wherein the media object represents a seal of certification for a selected one of the entities,

wherein the server selectively provides access to the certification information stored within the database for the selected entity ~~associated with requested media object to the user via~~ the web browser.



Claim 41 (Currently Amended): The system of claim 40,

wherein after communicating the requested media object to the client device, the server receives a request from the client device to view additional information for the entity corresponding to the requested media object, and

wherein the server retrieves the information as a function of a unique identifier provided by the request, and communicates the information to the client device for display to the user.

Claim 42 (Original): The system of claim 40, wherein the entity comprises an online merchant and the information includes a transaction history for the merchant.

Claim 43 (Original): The system of claim 40, where the server stores a disclosure setting for each entity, and filters the information based on the disclosure setting.

Claim 44 (Original): The system of claim 43, wherein the server filters the information based on a universal resource locator (URL) received during the request for the information.

Claim 45 (Original): The system of claim 40, wherein the server provides a web page that includes the information to the user.

Claim 46 (Currently Amended): A method for preventing misuse of electronic seals associated with participants in an electronic marketplace that is accessed via a computer network and enables participants to buy and sell items ~~comprising~~, the method comprising:

generating corresponding media objects for each of a plurality of participants in the marketplace, wherein each of the media objects includes media to present a unique seal of certification for each of the participants as an image;

embedding digital watermarks into the images and dates into the media objects;

accessing a network of computing resources to identify occurrences of the media objects, wherein the media objects are presented as portions of websites associated with the online marketplace;

reading the dates embedded within the media objects to determine whether the media objects are valid; and

revoking each media object that is determined not to be valid.

Claim 47 (Original): The method of claim 46, further comprising certifying the participants, wherein generating corresponding media objects comprises generating corresponding media objects for each of the participants based on the certification.

Claim 48 (Original): The method of claim 47, wherein certifying participants comprises at least one of verifying that a business practice of the participants meets a standard and receiving agreements to participate in online dispute resolution from the entities.

Claim 49 (Original): The method of claim 46, wherein the participants are sellers in the online marketplace.

Claim 50 (Original): A method for preventing misuse of electronic seals associated with participants in an electronic marketplace that is accessed via a computer network and enables participants to buy and sell items comprising, the method comprising:

- generating corresponding media objects for each of a plurality of participants in the online marketplace, wherein each of the media objects includes media to present a unique seal of certification for each of the participants as an image;

- embedding dates in within the media objects;

- receiving requests from web browsers executing on client devices for the media objects;

- communicating the requested media objects to the requesting web browsers for presentment of the respective seal of certification to users as portions of websites associated with the online marketplace;

- maintaining a log of the requests that includes an Internet Protocol address associated with each requesting client device;

- analyzing the request log to detect misuse of the media objects;

- alerting the participants associated with misused media objects of the detected misuse;

- removing the misused media objects from a server; and

- generating new media objects for the associated entities.

Claim 51 (Original): The method of claim 50, further comprising certifying the participants, wherein generating corresponding media objects comprises generating corresponding media objects for each of the participants based on the certification.

Claim 52 (Original): The method of claim 51, wherein certifying participants comprises at least one of verifying that a business practice of the participants meets a standard, that a participant agrees to the standard, and receiving agreements to participate in online dispute resolution from the participants.

Claim 53 (Original): The method of claim 50, wherein the participants are sellers in an online marketplace.

Claim 54 (Currently Amended): A method for selectively providing information associated with participants in an online marketplace that is accessed via a computer network and enables participants to buy and sell items to other participants in the online marketplace, the method comprising:

~~storing information and a disclosure setting for each of a plurality of participants in the online marketplace within a database;~~

~~generating corresponding media objects for each of the participants, wherein each of the media objects includes media to present a unique seal for each of the participants that is determined based on the information stored in the database for each of the participants;~~

~~communicating a requested one of the media objects to a web browser for presentment of the respective seal to a user as a portion of a website associated with the online marketplace;~~

~~after communicating the requested media object to the client device, receiving a request from the client device to view additional information for the participant corresponding to the requested media object; and~~

~~retrieving the information stored in the database for the participant associated with the requested media object as a function of a unique identifier provided by the request;~~

~~filtering the information based on the disclosure setting stored in the database for the participant associated with the requested media object; and~~

~~communicating the filtered information to the client device for display to the user.~~

Claim 55 (New): A method comprising:

verifying that the online entities comply with security requirements;

storing verification data for the plurality of online entities in a database of a seal issuer;  
and

selectively presenting electronic seals for display within websites associated with the online entities based on the verification data, wherein the electronic seals represent compliance by the entities with the security requirements.

Claim 56 (New):      The method of claim 55, further comprising:  
                         detecting non-compliance with the security requirements by one of the entities; and  
                         updating the verification data to revoke the respective seal for the non-compliant entity.